



**A STUDY OF  
THE INFLUENCE OF MARKETING MIX ELEMENTS  
IN SELECTING PRESCHOOL ORGANIZATIONS BY  
PARENTS IN BANDAR DUNGUN**

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**DECLARATION OF ORIGINAL WORK**



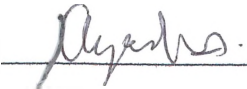
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**“DECLARATION OF ORIGINAL WORK”**

I, **AZAHARI ABU BAKAR** , ( I/C NUMBER : **650914 – 11 – 5029** )

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- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature :  Date : 14 th. April 2001

# Acknowledgements

## Acknowledgements

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# Abstract

## Abstract

Over the last two decades, a nationwide emphasis on better preparing children for school, understanding how children learn, and improving the educational and social outcomes for all children have focused attention on early childhood education . In response to these issues, a number of programs and organizations have been created, involved and focus either directly or indirectly on early childhood education, where it depends on the parent decision to select which is the best for their children. In fact, the marketing mix elements – 4Ps : Product (service) performance, Price (fees charged), Place ( location and service delivery) and Promotion (promotional campaign) have influenced parents decision in selecting preschool organizations.

This study was conducted in Bandar Dungun where the sample frame of the research are selected based on four different kinds of pre-school organizations that have been classified such as below;

Pre-school	Organisation
KEMAS Kindergarten	Kementerian Pembangunan Luar Bandar
PASTI Kindergarten	Parti Islam SeMalaysia ( PAS )
AN-NAJMI Kindergarten	Private Preschool
YAYASAN ISLAM Kindergarten	Yayasan Islam Terengganu

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